

STATE OF MAINE
REQUEST FOR PROPOSALS FOR ELIGIBILITY BENEFIT AND PUBLIC
RELATIONS SERVICES
DIRIGO HEALTH AGENCY

PURPOSE

The intent of this RFP dated March 7, 2007 is to obtain proposals for **eligibility benefit and public relations services on a temporary basis** for the DirigoChoice program. The Dirigo Health Agency is committed to conducting this procurement in an open and competitive manner in full compliance with State and federal regulations and policies.

The resulting contract will be for a one (1) year period, which can be renewed if mutually agreed to by the State and the vendor.

The selected contractor will be responsible for providing services to meet the requirements identified in this RFP, and will be held accountable for meeting these requirements.

The successful bidder will be required to enter into a standard State of Maine Agreement to Purchase Services (BP54), a copy of which is attached to this RFP. Submission of a proposal in response to this RFP will be understood as the bidder's acceptance of the terms and conditions included in Rider B of the Agreement.

SUBMISSION OF PROPOSALS

Sealed bids must be delivered, in triplicate, to the Division of Purchases, Burton M. Cross Building, Floor- 4, 111 Sewall Street, 9 State House Station, Augusta, ME 04333-0009, and will be accepted until 2:00 pm local time on Monday, March 26, 2007. Bids must be clearly marked "Dirigo Health Agency, Proposal for eligibility benefit and public relations services". Proposals will be publicly opened and the name of the bidders announced at the date, time and place specified above. No other information will be made public prior to evaluation and contract award notification. Proposals received after the date and time specified will not be considered. There are no exceptions.

The State of Maine will not accept responsibility for any costs incurred by a bidder in the preparation of their proposal.

CONTRACT ADMINISTRATOR

Bidders should direct written questions regarding these specifications to: **Gloria Tomsa, Dirigo Health Agency, 211 Water Street, Augusta, ME 04330, e-mail gloria.tomsa@maine.gov or fax number: 207-287-5287.** All bidders will receive copies of responses to relevant questions raised by other bidders. Questions received after March 19, 2007 5:00 p.m. local time may not be answered. Phone inquiries will not be accepted.

WORK SPECIFICATIONS

The selected provider is responsible for providing paraprofessional support work in receiving, processing, tracking, determining eligibility benefits and maintaining records on the DirigoChoice Program. Additionally, the selected provider is responsible for providing professional services work in researching and disseminating information and materials regarding the agency's program of services. The selected provider is responsible for recruiting and selecting persons qualified to function in these positions. Persons must be dressed in appropriate attire and provide coverage from 8:00 am to 5:00 pm. The following is a list of the major responsibilities of the Contractor. There may be additional tasks that vary from day to day. The contractor will provide 7 eligibility benefit specialists that will be compensated at a lower rate than the 6 public relations representatives needed to fulfill the following tasks:

- Examines and verifies insurance application packets, reports, and benefit eligibility requirements in order to ensure accuracy and completeness of materials and make benefit eligibility determinations.
- Contacts applicants, insurance carrier and insurance brokers in order to obtain eligibility information. Clarifies and resolves inconsistencies in documentation.
- Compiles, organizes, prepares and maintains files of medical insurance applications in order to establish and maintain all necessary documentation and ensure accuracy and completeness of materials.

- Interviews applicants, insurance brokers, insurance carrier staff, MaineCare staff and agency personnel in order to gather information to prepare and process applications.
- Enters applicant information into computer system in order to process applications and input data.
- Compiles and assembles members' records, reports and other necessary documentation in order to assist in the preparation of member appeals.
- Interprets and explains provisions of applicable regulations and policies to members and dependents in order to encourage proper benefit utilization.
- Confers with insurance brokers, insurance carriers and the public in order to create awareness of agency objectives and disseminates program information.
- Researches, resolves and responds to inquiries in order to provide information and resolve disputes.

SCOPE OF WORK

Eligibility benefit and public relations services will be performed at 211 Water Street, Augusta, Maine.

Contractor must provide continuous services from 8:00 am to 5:00 pm. The contractor will be responsible for all breaks, lunches and other absences of assigned personnel.

Selected contractor must demonstrate the ability to recruit and retain trained personnel to avoid disruption and lack of continuity. Some of the positions will be filled with predetermined staff.

BASIS OF AWARD

Selections will be based on the following criteria:

- 40 points - Proposal costs;
- 40 points - Experience
- 20 points - Work plan

Cost proposal: Lowest cost proposal gets the full 40 points. Cost points for each of the other proposals will be calculated by taking the lowest cost proposal, dividing it by the cost of the proposal being rated, multiplying by the full 40 points.

The State reserves the right to reject any or all proposals.

Proposed cost to include a breakdown of employee hourly rate, employee fringe benefit/overhead and total bill rate. These costs must be all inclusive; to include all salaries, benefits, holidays, vacations or other leave, and any other cost related to the administration of the contract and provision of the eligibility benefit and public relations services. The proposed cost will be the maximum amount payable to the successful bidder for work under the resulting contract. No reimbursement will be paid for costs not included in the proposed cost. Proposals lacking complete and adequate information will not be considered.

The Department reserves the right to make a contract award without any further discussion with the bidders regarding the proposals received. The Department, however, reserves the right to conduct discussions with all responsible bidders who submit proposals determined to be reasonably susceptible of being selected for award.

ADMINISTRATIVE/CONTENT ISSUES

The proposal submitted shall contain the following:

1. Proposed cost - This portion of the proposal will be weighted 40% of the total.
2. Experience - Describe your organizations professional experience, management and provide a brief history. Describe your contractual relationships, if any, with other State of Maine departments and agencies. This portion of the proposal will be weighted 40% of the total.
3. Work Plan - Describe your work plan, including experience, understanding and ability to provide continuous coverage from 8:00 am - 5:00 pm. (Breaks, lunches and other absences of assigned personnel). This

portion of the proposal will be weighted 20% of the total.

Analysis of Bid proposals for Reception/Access Services

Name of Bidder:_____

a. Proposed Cost. (full points 40) Score_____

Lowest cost proposal gets the full 40 points. Cost points for each of the other proposals will be calculated by taking the lowest cost proposal, dividing it by the cost of the proposal being rated, multiplying by the full 40 points.

b. Experience. (full points 40) Score_____

c. Work Plan (full points 20) Score_____

Scorer_____